

# vision

The Street Collective of Greater Des Moines envisions a region where everyone can walk, pedal, ride or roll comfortably throughout the entire community.

# mission

The Street Collective of Greater Des Moines champions transportation options that are accessible, safe and enjoyable for everyone.



**2018 STRATEGIC PLAN  
MADE FOR THE DES MOINES  
BICYCLE COLLECTIVE**

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# Strategic Priorities

## 2019–2021

### *BUILD THE COLLECTIVE VOICE*

Work directly with diverse users to build strong, community-led campaigns and cooperative efforts. Directly engage at least 1000 people from across the metro and diverse communities to understand critical issues facing individuals and families. Drive the conversation in the community around safe and accessible streets for all. Align with broader social change movements across the metro.

### *WIN SWIFT TANGIBLE CHANGE*

Work with citizens, elected leaders, public officials and others to accomplish near-term, measurable wins that address a convergence of needs for diverse stakeholders with priority given to equity issues. Remain focused on small, local and tactical wins including engagement in street corridor and business district plans, address priority sidewalk gaps, expand protected bike lanes, diversify BCycle participation, determine top regional trail gaps, and advocate for bus shelter installation in priority areas.

### *INVEST IN LONG-TERM IMPROVEMENTS*

Advocate for policies, funding and plans to support lasting systemic improvements that reflect regional comprehensive plans, goals and values. Support candidates for public office who will prioritize equitable transportation options. Ensure the needs of all citizens are reflected in upcoming plan and policy adoption including Des Moines' Complete Streets policy, Des Moines' zoning code update, DART Forward 2035 update, Move DSM, Des Moines Area MPO Long Range Transportation Plan. Advocate for expanded funding for equitable and safe transportation through adoption of the local option sales tax and increased operational and CIP funding for priority projects.

### *EXPAND INTERNAL CAPACITY*

Manage the process of expanding the organization's mission in a thoughtful way so that existing programs remain strong and vibrant. Efforts need to be made to expand resources to support this lean organization. Additionally, if this new mission seeks to make changes for everyone, everyone impacted needs to be at the table. The organization needs to new branding, a communication plan to rollout this new vision and mission, increased staffing, diversity leadership and funding.

**STREET**  
**collective**

Rebranding began with a name change  
and a new logo has been developed.